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**The Value of Multicultural Marketing:
Increasing Sustainable Behaviors Among African-Americans With
Market Segmentation**

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Market Segmentation**

by

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Thesis

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Dedication

To my mother, thank you for instilling in me a positive and persistent attitude filled with hope, and an understanding of the value of prayer.

Acknowledgements

I'm incredibly grateful for the strength and determination fueled by my almighty and powerful God, Jesus Christ. Without Him, none of this would have been possible. To my dad, thank you so much for all of your constant prayers and support. To my friends and family, thank you for being patient with me! To my mentors, thank you for the endless flow of support and recommendation letters. I'd like to thank the American Advertising Federation, Advertising Education Foundation of Houston, American Association of Advertising Agencies (4As) and MAIP, ADCOLOR, The One Club and The Clinton Global Initiative University (CGIU). Combined, these organizations provided me with a wealth of support, educational opportunities, and access to amazing thought leaders and feedback throughout the process of crafting my thesis. To my supervisor, Dr. Lucy Atkinson and reader, Dr. Mike Mackert, thank you so much for your guidance and confidence in my work and me.

Abstract

The Value of Multicultural Marketing: Increasing Sustainable Behaviors Among African-Americans With Market Segmentation

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In the communications industry marketers and advertisers are in constant conversation regarding the need for ethnic multicultural marketing. Many brands have forgone the concept, adopting total market strategy methods to reach the changing general market. Others have gone further, promoting cross-cultural tactics. At the same time, childhood obesity is rising at an alarming rate in the United States and African-Americans children rank the highest. Despite numerous campaigns there still remains a large disconnect between the African-American community and health specialists trying to reduce the number of obese children. This study highlights why the ability to focus on ethnic segmentation and to develop messages that resonate well within that segment is critical, particularly when the purpose is to incite a strong behavioral change that may conflict with cultural norms. The Social Learning Theory and Health Belief Model serve as the theoretical framework for the research questions outlined in the study.

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Introduction

Statement of the Problem

Childhood obesity is a growing epidemic here in the United States. Over the past three decades, childhood obesity rates in America have tripled. In the African American community alone, nearly 40% of children are overweight or obese. Among African American children, ages 2-5, over 11% are obese. Additionally, African-American girls, ages 12-19, have the highest level of obesity compared to any population group by gender, race or ethnicity (LetsMove.Gov, 2014). Based on this statistic, the target for this study will be children, ages 10-12 (tweens) and their parents or caregivers. The goal is to understand this population to develop behavior change campaigns before a child's health begins to decline.

Obesity results in severe health issues. Childhood obesity can raise a child's risk of diabetes and heart diseases, as well as high blood pressure, asthma and cancer. Obesity not only causes health risks, but also reduces a child's ability to perform properly in school (Taras, 2005), directly impacting the future workforce pool, particularly within the communities the children reside in. Incorporating sustainable food practices such as consuming organic food and locally grown, unprocessed food can directly improve a child's health and reduce the obesity rate. Additionally practices such as urban farming, including engaging with community gardens can build a conscious attitude about health and the food a child consumes (Santos, 2015). Unfortunately, African-American children are often in areas where accessibility and knowledge about sustainable food practices is limited (Powell, Slater, Mirtcheva, Bao & Chaloupka, 2007).

Purpose of the Study

This study seeks to identify the best way to create effective, habit-changing campaigns using culturally conscious advertising that will reduce childhood obesity among African-Americans, particularly in areas that suffer from strong socioeconomic hardships. Reducing childhood obesity plays a direct role in sustaining our economy and communities. This research is critical because African-American children are currently at a higher risk of becoming obese compared to the rest of the population.

Literature Review

African-American Attitudes Towards Healthy Lifestyle Choices

Among African-American tweens and adults, the adults appear to be more adaptable when it comes to adopting new behaviors that would improve their health. In one study, familiarity with organic foods was much lower in the African-American sample. However, the members of the sample were more receptive and positive towards organic foods when they learned about the benefits. Likewise, the African-American sample was more accepting of price premiums for organics foods, once they knew the benefits (Leviten-Reed, 2006).

A study was conducted in 2008 to analyze African-American youth's attitudes toward healthy lifestyle habits. Among African-American youth weight and body size preferences were primarily determined by the individual and his/her immediate social circle and were less influenced by opinions of those outside of the social circle. Food choices among this sample depended on texture, taste, appearance, and content more than on nutritional value (Boyington, 2008).

The study also found that engagement in recreational physical activity was influenced by time constraints from school and extracurricular activities and by neighborhood safety. The study also noted that participation in structured exercise was limited because of the cost and time related to maintenance of personal aesthetics. The subjects had concerns about issues such as disheveling their hairstyles, particularly among girls and scuffing their sneakers. African-American youth sample also did not view celebrities as role models for healthy behaviors (Boyington, 2008).

Culturally, many African-Americans value a baby that is “plump” in size and feel a small baby means the child is being undernourished, despite the recommended weights approved by pediatricians. Rapid weight gain during the stage of infancy is directly associated with obesity in African-American young adults. Early infancy among African-American babies therefore serves as a critical determinant of the likelihood to become obese in later years (Stettler, Kumanyika, Katz, Zemel, Stallings, 2003).

A study was conducted in two Midwestern states, to determine attitudes about agriculture, food and natural resources among rural high school students and urban inner city high school students. In terms of agriculture and urban-farming, urban inner city high school students, who were predominantly black, knew less about the subject than rural high school students. They also lacked exposure to gardening compared to rural high school students (Frick, Birkenholz, Gardner, Machtmes, 1995).

Racial Disparities in Neighborhoods

African-Americans are the most likely to live in a racially segregated neighborhood out of all other ethnic groups in the United States. Historically, African-Americans were systematically segregated from the white-population post-Civil War to maintain a boundary between whites and ex-slaves. Jim Crow laws were enforced to maintain these boundaries for decades after the initial freeing of the slaves (Williams, 2001).

Despite legal actions, the prevalence of segregated communities is still very high. This has impacted the health of African-Americans. Neighborhoods that are made up of predominantly African-Americans tend to have fewer grocery store chains that sell fresh

foods, and more convenience stores that sell a high amount of processed and packaged goods (Powell, Slater, Mirtcheva, Bao, Chaloupka, 2007). If African-Americans that live in a predominantly African-American neighborhood want organic food, they normally have to go well outside of their neighborhood to find it. Mobility limitations cause them to simply stay within those invisible boundaries and settle for low-quality and highly processed food (Williams, 2001).

Sustainable Food Practices

Engaging with sustainable food production and partaking in sustainable food consumption can assist in reducing obesity. Sustainable food production encompasses growing organic food, purchasing products from local farmers and participating in urban farming methods like community gardens. Food consumption is impacted by “geography, demography, disposable income, socio-economic status, urbanization, globalization, religion, culture, marketing and consumer attitudes” (Food and Agriculture Organization of the United Nations, 2015). Locally grown produce and meat creates a secure food system, making healthy, fresh food accessible to the community it is grown in (Santos, 2015). The High Level Panel of Experts on food security and nutrition (HLPE) defines a sustainable food system as, “a food system that delivers food security and nutrition for all in such a way that the economic, social and environmental bases to generate food security and nutrition for future generations are not compromised” (Food and Agriculture Organization of the United Nations, 2015).

Organic food is free of GMOs, antibiotics and pesticides. GMOs have been linked to increased food allergens and gastro-intestinal problems in humans (Robinson, Segal,

Paul, Kemp, & Segal, 2015). Additionally, studies suggest pesticides can increase the risk of some cancers. Pregnant women, children and fetuses are even more vulnerable to the side effects of pesticides.

Market Segmentation

Sustainable issues like these are often met with confusion among individuals who don't regularly discuss the topic. Well-crafted advertising campaigns with messaging that resonates with the target and is easy to comprehend can assist in raising awareness and knowledge about the issues. Market segmentation is used in the marketing and advertising fields to hone in on a specific target for the particular message and/or consumer product. The categories are based on commonalities that can include a range of factors such as geographical location, which encompasses dynamics like language, cities, and climate. Behavioral segmentation categorizes the audience based on factors such as their daily routine and usage of a product, including how and when they use it (Cross, Belich, Rudelius, 2014).

Lifestyle segmentation encompasses the way people live their daily lives, as well as the splurges they may or may not make on things like vacations and dining out (Vyncke, 2002). Most relevant to this study, is the segmentation based on cultural differences which can be related to differences in media consumption, attitudes, purchasing behaviors and priorities. Market segmentation serves as a tool both to reach the desired target efficiently and to reduce costs for media placement. If it is not properly done, advertisers can find themselves overspending on media buys that are not reaching the target demographic, essentially wasting money.

General, Total, and Multicultural Strategy

General market advertising focuses on a mainstream demographic and does not take into consideration extensive subcultures. Multicultural marketing specifically focuses on segmenting populations based on cultural behaviors related to ethnicity. This includes factors like language and dialect, culturally relevant celebrations, and values. Multicultural marketing not only focuses on a particular ethnic group but also digs deeper into subcultures, further segmenting the target group if necessary (Stachura, Murphy, 2005). Effectively honing in on these factors can create an authentic campaign message that resonates with the specific cultural group.

In contrast, Total Market Strategy is designed to reach all consumers in general and ethnic markets. By identifying universal truths that resonate with all groups, marketers attempt to produce campaigns that will apply to everyone, but make the consumer feel like the campaign is personalized just for them. Many in the advertising industry are big supporters of the shift towards Total Market Strategy. According to Jose Villa, president of an LA based cross-cultural agency, “The rapid growth of Hispanic, Asian, African-American and other ethnic populations, and the trend towards ethnic ‘minority majorities’ has moved multicultural marketing out of the silos and into the C-suites of many large companies. What was once a niche is now mainstream” (Villa, 2013).

There is great debate over whether there should be established categories within the advertising industry. In the United States, the general market, which was once predominantly white, is shifting towards a mix of ethnic groups who have historically

represented the minority population (York, 2009). With that shift in mind, many advertising professionals think the need for multicultural advertising is dwindling. However, this depends on the demographic that an advertiser is trying to reach. African-Americans and Hispanics are currently the two largest minority groups, with Hispanics holding the larger number. While a minority group is soon becoming the new majority, ridding the industry of multicultural advertising altogether because of that, does not take into consideration that African-Americans' and Hispanics' attitudes towards media representation still differ greatly. For example, self-identity needs govern media selection and minorities with a background that involves immigration are more likely to succumb to assimilation, as opposed to minorities with a background of enslavement or military conquest (Tukachinsky, 2015).

In a study conducted by Nielsen analyzing the media consumption of African-Americans, 87% of respondents felt that ethnic recognition was incredibly important, compared to 59% of the general population (Nielsen, 2014). The study also found that African-Americans were 38% more likely to actually make a purchase when ads directed towards them included African-Americans (Nielsen, 2014). Among the respondents, 82% cited diversity in health care advertising as being very important as well as advertising in food (77%) and media (75%) (Nielsen, 2014). The top industries that focused their media spending on African-American audiences included restaurants/fast-food expenditures of \$24.2 million, automotive at \$21.7 million, and motion pictures at \$20.3 million (Nielsen, 2013).

Controversy has been raised over the past few years, with brands accused of using multicultural marketing strategy to promote unhealthy behavior specifically towards African-Americans. In the fall of 1999 a study comparing popular African-American television programs (“Moesha,” “Malcolm and Eddie,” “Jamie Foxx,” and “The Parkers”) with general programming (“Friends,” “Frasier,” “Jesse,” and “Stark Raving Mad”) showed the African-American programs had a higher number of young, overweight characters compared to their white counterparts. During the programming a greater number of advertisements were found for artificial sweets and soda compared to programs focused on general audiences (Tirodkar & Jain 2002).

African-American Media Usage

African-Americans are heavy users of videos games, social media networking both on mobile devices and desktops, and television. Smartphone penetration among African-American consumers is 78% (Nielsen, 2014). Additionally there is an increase of 24% penetration with mobile video viewing (Nielsen, 2014). According to the Nielsen study, 62% of African-Americans are more likely to feel advertising content accessed via mobile phones and devices are useful.

In the Experian Marketing Services study, African-Americans consumers were more likely to consider a diverse range of advertising channels and media mixes than the average consumer, and less likely to rely on a word-of-mouth recommendation. African-Americans are also 39% more likely to purchase products that are advertised on a mobile phone and be more receptive to in-store marketing tactics. According to the Experian study, 11.5% of respondents said they’re more likely to engage with advertising on the

shop floor, which makes them 52% more likely to do so compared to the average consumer (Experian, 2013).

Among mobile applications, Blacks spent the most time per person on Instagram (7 hours and 21 minutes per month), with Facebook coming in behind Instagram in popularity (Nielsen, 2013). While African-Americans are only 28% more likely to make a purchase based on an ad found on social media, they over-index in their use of social media as a source to share posts about brands that they like (Experian, 2013).

African-Americans are heavily engaged viewers of television – watching nearly 45 hours per week, about 14 more hours on a weekly basis than any other group (Nielsen, 2014). Studies indicated that African Americans are “consistently exposed to food promotion and distribution patterns with relatively greater potential adverse health effects” such as heart disease and obesity than are White Americans (Grier, Kumanyika, 2007).

Branded Content Marketing

Branded content is an advertising method that is quickly revolutionizing the industry. In an age where young audiences are desensitized to traditional commercials and function in a multi-screen world, branded content is a way to stand out. Using this concept through branded TV shows, movies, games, events and social media channels could prove to be impactful. Instead of solely focusing on the desired behavior change, advertisers and marketers must find ways to intersect current behaviors and become a part of the target’s lifestyle (Clarke-Pearson, 2014).

A study was conducted, analyzing 130 websites' marketing efforts towards children. Out of the 130, 48% of the websites had designated sections specifically for children. The study found that the websites used a range of marketing techniques including games and interactive programs. Additionally branded characters were incorporated in the majority of the websites as well. Food brands with websites that had a direct marketing strategy for children did not meet the nutrition guidelines established by the National alliance for Nutrition and Activity. In the study, almost half of the branded websites used the children's areas to market food and beverages, the majority of which was poor in nutritional quality. The studies concluded that the same branded content marketing techniques could be equally as effective and cause a positive impact if they encouraged healthy food choices among children (Henry, Story, 2009).

The Institute of Medicine determined that food marketing was a significant contributor to child obesity in the United States. In a study analyzing 10 popular children's websites, 7 products like candy, cereal, and fast food restaurants were marketed. Candystand.com was identified as a website that contained the highest level of food marketing than the other children's websites. Candystand.com features a large selection of general games but also incorporated games that are branded, or promotes eating candy, like ChickaBoom Bubblegum.



Figure 1: Promotion for the ChickaBoom Bubblegum Game on Candystand.com

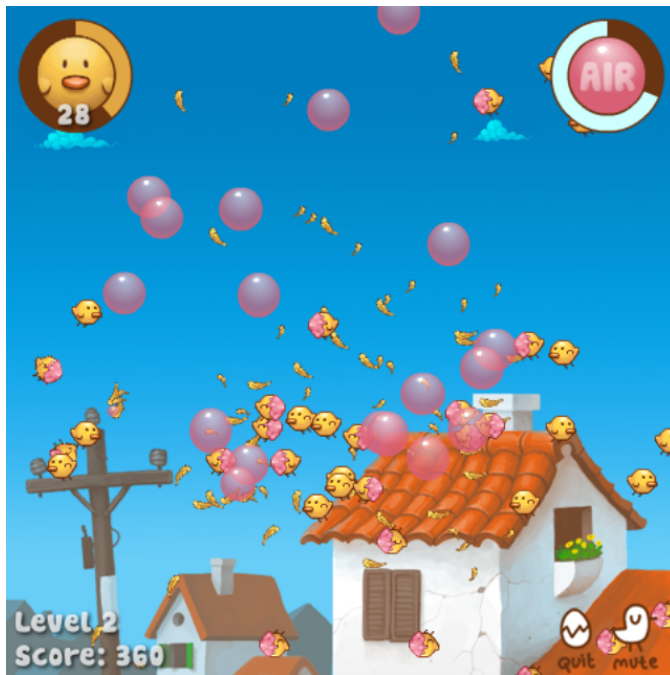


Figure 2: Game Screen for the ChickaBoom Bubblegum Game on Candystand.com

Children's Influence on Household Purchases

In the majority of households, children have a strong influence over what the primary shopper in the home purchases, especially during grocery shopping (Tinson & Nancarrow, 2007). The caregiver is more likely to purchase something they know the child will eat, as opposed to attempting to force them to eat something they really don't care for (Tinson & Nancarrow, 2007).

In the event a caregiver feels like a particular product may significantly benefit the child, he or she is more prone to purchase it and encourage the child to try it. The triggers that stimulate this behavior can be well informed but the trigger can be slightly misguided. Parents might think they are making a healthy choice for their child, but the trade-off is not a significant improvement over past behaviors. A campaign by the Contra Costa County in the state of California is a good example of a communication campaign that tried to resolve the issue of well-intentioned but misguided efforts. The Sugar Bites Campaign, sought to reduce children's consumption of sugary drinks. The campaign targeted parents and caregivers that offered juice 'drinks', in lieu of soda. Parents and caregivers perceived obesity and diabetes as a serious risk for their children. Based on perceived benefits, parents assumed since juice is fruit-based, juice must be healthier for their children than soda. However, the juice found in cartons is generally high calorie with minimal nutrients.



Figure 3: Ads for the Sugar Bites Campaign

The Health Belief Model, frequently used in health promotion strategies (Hayden, 2014), applies directly to the “Sugar Bites” campaign. Under this model, the perceived susceptibility of a health issue generates a modifying behavior based on that perceived threat (Rosenstock, Strecher, & Becker, 1988). The modifying behavior can have good intentions, however if it’s not an educated shift in behavior it can result in more damage. The campaign also took into consideration the target’s demographic make-up. Ranges of children were shown representing the ethnicities that were predominant in Contra Costa County and a Spanish translation was provided when appropriate (Contra Costa County, 2014).

Traditional and Non-Traditional Advertising Consumption

Traditional forms of media include television, print and radio. With the rise of technological developments, digital methods that include social media and the Internet are now popular platforms for advertising. Additionally, former “traditional” OOH opportunities like billboards and bus shelters are now sporting digitally produced advertisements.

Generally, teenagers and tweens are more responsive to visual stimulation, and no longer have to sit through traditional television programming with products like Hulu and TiVo now available. They’re more likely to engage with platforms like SnapChat, Vine, and Instagram (Pew Research Center, 2013). Essentially, mobile communications vary greatly from static communications because the social context is considered to be less restricted. All audience groups can engage with the communications and share their engagement with their peers (Quinn, 2012). Parents of tweens are primarily digital savvy, but still lean to traditional ways of consumption when possible. They also rely on word-of-mouth for advice on the best product or service to use. All parties embrace interactive-based activities when they provide them with some sort of benefit or gratification (Pew Research Center, 2013).

Children’s television consumption is directly related to their food consumption patterns. More specifically, a child’s exposure to food advertising directly impacts the type of food they opt to consume. The advertisements didn’t necessarily generate brand loyalty among children, but it did incite an affinity towards unhealthy eating in general (Buijzen, Moniek, 2008).

Experiential Learning

Experiential marketing is “loosely defined as messaging you can touch, feel or view in a physical space” (Pathak, 2014). The goal of this form of marketing is to establish a tangible presence in a consumer’s life. Experiential marketing “offers the chance for people to “touch and feel” the brand and spread positive impressions about it in a powerful way, by word of mouth” (Barrett, 2003). Brands use this form of marketing to create interactive experiences through channels like social media and live events.

Much like experiential marketing, experiential learning engulfs a person in a hands-on, interactive experience with a particular behavior, brand, or service. Through experiential learning, one gains experience with a behavior through either a staged or organic experience. Applying this concept to a tween’s educational curriculum as well as social events can increase the likelihood of a behavior being adopted. Studies show that experiential learning leaves a stronger impression on students and they are more likely to retain the information (Bandura, et al., 1966).

There is a growing trend within large cities like Los Angeles that are adopting a strategy called farm-to-school to improve the health and nutrition of children, especially low-income youth. The program not only teaches youth health-based topics, but gives them exposure to the concept of local farming and community food systems. Programs like these can be effective, however there are several factors that impact their success (Beets, Webster, Saunders, Huberty, 2012). The diagram, “Conceptual Framework to Prevent Childhood Obesity Through Policy-Level Initiatives in Afterschool Programs” shows many of the factors that impact school programs directly and indirectly. Well-

executed advertising with a multicultural focus can assist in shifting negative attitudes and beliefs associated with race/ethnicity that may exist towards the programs (Beets, Webster, Saunders, Huberty, 2012).

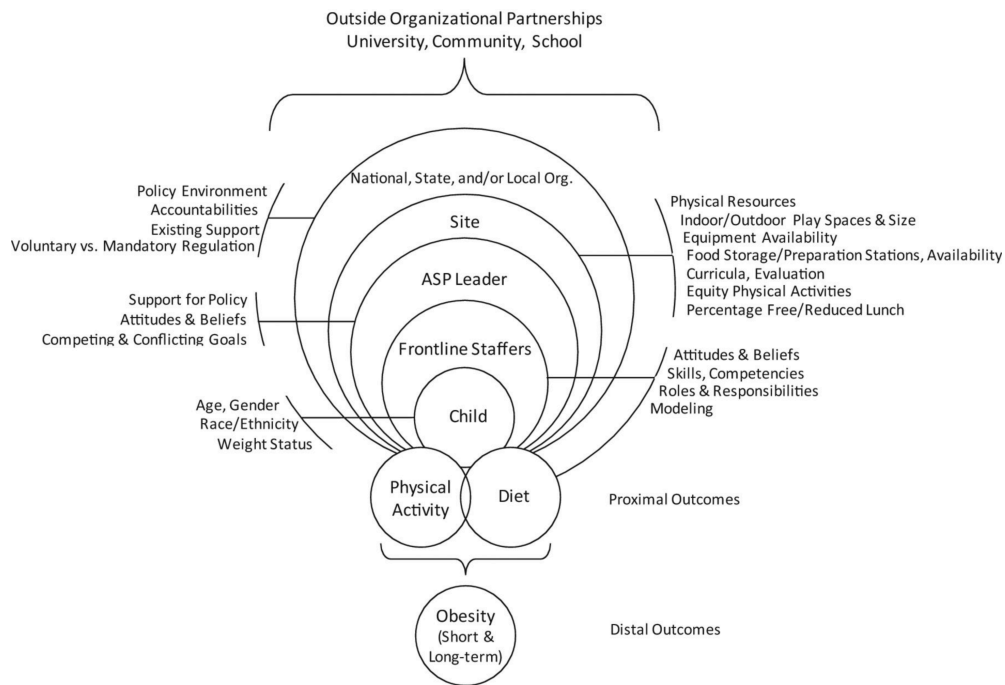


Figure 4: Conceptual Framework to Prevent Childhood Obesity Through Policy-Level Initiatives in Afterschool Programs

Social Learning Theory

So far we've discussed health, sustainability and African-American's attitudes towards those topics. We've also explored how advertising and marketing play a role in inciting growth in awareness and in some cases undermining health and sustainable behaviors. Two long-standing theories provide insight into the procedures and methods in advertising's role in creating, changing or influencing sustainable health behaviors.

According to Albert Bandura, "Most human behavior is learned observationally through

modeling: from observing others, one forms an idea of how new behaviors are performed, and on later occasions this coded information serves as a guide for action (Bandura, Miller, Walters, 1966).” Based on the Social Learning Theory learned behavior is a cognitive process that occurs in a social setting.

It can occur by observing the specific behavior as well as the outcome, which can be negative or positive. The process of learning under this theory is not passive; instead, the learner is actively engaged. The behavior observed can be from a live model, symbolic (through movies, television etc.), or verbal instruction. After observing the model the learner goes through cognitive and behavior processes including attention, retention, reproduction and finally motivation to either reproduce or refrain from the behavior modeled (Bandura et al., 1966).

Social Learning Theory has been used in several studies focused on consumer socialization of children. Learned behaviors come from not only parents and teachers, whom they might interact with on a daily basis, but also from media consumption. Through media children learn behaviors by imitating characters they encounter by watching movies, TV and even reading comic books. Children essentially learn by imitation. They observe the behavior, assess how the behavior is reinforced or punished, and determine whether to adopt the behavior (Flemming, Hansen & Lars, 2003). Social Learning Theory indicates that if the source of learning exhibits “model characteristics” the observer’s attention is held at a higher rate. Celebrities and ad-centered central characters influence brand recall (Rossiter & Percy, 1997). This explains why brands that

target kids often have some sort of character associated with it, for example Lucky Charms' Lucky the Leprechaun.

Advertising is often thought of as a reflection of culture and what the society at the time, finds generally acceptable. Advertising not only reflects culture, but it plays a significant role in shaping attitudes and norms (Flemming, Hansen & Lars 2003). For example, advertising has long played a part in shaping gender roles, directing boys to focus on all things blue and action-oriented and girls to embrace pink and be more docile (Andrée, Daniel, Gérard & Louise, 1990). Now brands like Toys R Us are taking a step towards changing the boundaries through their advertising methods. Toys R Us in the UK took a step towards that goal by incorporating both boys and girls in ads for all styles of toys, trying to dismiss gender boundaries all together (Carter, 2013).



Figure 5: Toys R Us UK Promotional Ad

With Social Learning Theory in mind, advertising can play a large role in getting people to adopt positive behaviors such as engaging in healthy eating habits and sustainable activities like taking part in urban farming.

Health Belief Model

The Health Belief Model argues that people who identify a health problem as critical are more likely to adopt behavioral habits that would prevent them from suffering from the health problem or reducing the severity of the problem if they've already been impacted by it. This model predicts people will engage in behaviors that reduce their risk of developing health complications if they think they are prone to them (Rollins, Ramakrishnan, Perri, 2014).

The model also explains that positive health-related behaviors are impacted by perceived benefits of making behavioral changes (Janz, 1984). Change, or thereof, in health behaviors is also impacted by perceived barriers. This can include side effects of medication and medical procedures and pain caused by things like a shot. Additionally, variables such as ethnicity, age, and education level can impact how an individual perceives all of the above factors (Janz, 1984).

A person with a higher education level is more likely to prefer a doctor's recommendation to information found through the Internet (Ahadzadeh, 2015). Whereas a person who has a lower education level will most likely seek information through channels like the Internet and use that as their primary source of guidance. A more educated person may seek information through the Internet as well, but they're more likely to follow up with a doctor (Ahadzadeh, 2015).

An individual's ethnicity and age can also impact how he or she responds to health issues and what preventive measures are taken. In African-American communities, the likelihood of visiting a doctor during early adulthood is lower compared to white Americans due to issues such as distrust towards doctors and uncertainty of symptoms. Consequently, older African-Americans are likely to suffer from preventable health issues (Gamble, 1997).

The Health Belief Model states a trigger is needed to generate the adoption of positive, health-related behaviors. Warning triggers like pain indicate that it is time to engage in a health-promoting behavior like a doctor visit. Other triggers like a PSA on television can prompt an individual to explore healthy-promoting behaviors (Janz, 1984). Additionally, people will often seek out information through the Internet in an effort to determine whether their symptoms are serious and if they warrant a doctor's visit. Properly executed advertising can create a trigger that incites a need to adopt a healthy lifestyle and sustainable behaviors. It also plays a part in creating a model for viewers to learn from, particularly if they're new to the subject. In turn, the new habits formed can lead to the reduction of issues like childhood obesity.

PETA's *Let Vegetarianism Grow On You* campaign combines the Health Belief Model and Social Learning Theory. The campaign enlists popular celebrities from a range of age groups and ethnicities to raise awareness about the health benefits of becoming a vegetarian. PETA's main goal is to reduce animal cruelty, which includes raising animals for food.



Figure 6: PETA Let Vegetarianism Grow On You Campaign

The campaign takes on a less abrasive approach compared to previous campaigns that have included harsh pictures of abused and half-dead animals. Using celebrity influence, PETA's campaign encouraged people to seek out more information on PETA's website where they were directed to take a pledge and learn more about becoming a vegetarian or vegan (PETA, 2009).

Research Questions

Based on the forgoing literature review, this study will examine several questions relating to how the use of relevant advertising methods can play a role in reducing childhood obesity among African-Americans. The study is motivated by the following overarching research questions.

1. What attitudes are prevalent among African-American parents and children towards sustainable behaviors, like community gardens, that would reduce childhood obesity? What external factors influence those attitudes?
2. How do African-American parents and children communicate with each other about healthy habits? What external factors outside of the parent-child relationship impact healthy behaviors?
3. Which media channels are most effective at reaching African-American parents and African-American children ages 10-12? What type of messaging strategy would be most likely to incite a behavioral change?

Method

Data were collected in two ways: 1) quantitatively via an original survey and through a content analysis of secondary quantitative research and 2) qualitatively via interviews and content analysis of secondary qualitative research. For the survey phase participants were given a link to an online survey to answer a series of retrospective questions about communication between themselves and their parents when the participant was between the age of 10 and 12 years old. In the interviews, participants were asked a series of questions about food preferences, past communication with parents, their eating and activity habits, media preferences, and perspective on healthy behaviors. To keep the identity of the interviewees confidential, they will be referred to as Participants A, B, C, D, E, F and G.

Sampling and Data Collection

The sample for the primary research was purposive and was drawn from the University of Texas campus and locally within the Greater Austin community. Surveys and interviews were primarily conducted with the members of the Black Student Alliance, an assembly of over 150 African-American undergraduate students located on UT's campus. The large number and range of backgrounds within this organization provided a viable sample for survey purposes. This sample also served as a source for potential interviewees. Out of 73 completed surveys, 7 individuals also agreed to an interview. The questions in the survey measured the level and depth of communication about healthy, sustainable behaviors between African-American children and their parents. The questions related to sustainability covered organic food purchases, general

conversations about sustainability and engagement with community gardens. A selection of questions also assessed physical activity levels, fast-food consumption, involvement with food purchases and preparing meals at home. Survey respondents were 62% female and 38% male with an average age of 25. On average, the household income of the respondents during their childhood was between \$35,000 and \$50,000 a year, and shifted down slightly after moving out and establishing their own household. Additionally the neighborhoods the respondents lived in and schools they attended up to college were predominately African-American.

The interviews conducted began with reviewing the initial survey and discussing the thought behind each response. Further questions were asked about feelings the interviewees encountered when dealing with weight issues and healthy eating. Interviewees were also asked to walk through conversations, and lack thereof, between them and their parents, or children if it was applicable, about weight issues.

Informant	Age	Gender	Occupation
Informant A	34	Male	Engineer
Informant B	30	Female	Instructor
Informant C	49	Male	Project Manager
Informant D	25	Female	Nursing Student
Informant E	22	Female	UX Designer
Informant F	19	Female	Student
Informant G	20	Male	Student

Table 1: Informant Demographics

Secondary data that focused on African-American commercial behaviors was also analyzed. Nielsen conducts an annual study on the purchasing power and influence of the African-American consumer. For the purpose of this study, reports from 2013 and 2014

were analyzed. The data used by Nielsen comprised surveys from adults 18-54 and collected nationally through online surveys and in person at the 2014 and 2013 Essence Music Festival in New Orleans. Interviews were also conducted in person at the Essence Music Festival. Additionally Nielsen's Electronic Mobile Measurement tracked activity on smart phones including device and application usage. EMM is an opt-in tool that included approximately 5,000 participants in the United States and tracks activity without interruption (Nielsen, 2014).

The Spring 2013 Simmons Connect Study from Experian Marketing Services was also analyzed for this study. The report surveyed 24,374 U.S. adults, which included 2,101 African-Americans. Data collection was initiated by inviting potential participants with a telephone placement interview or recruitment questionnaire sent via mail. Upon acceptance surveys were mailed to participants (Experian, 2013).

Results

Comparison of adult experiences and childhood experiences

The survey indicated that there was a limited amount of communication within African-American families regarding health and sustainable food practices. Only 16 out of 73 respondents had regular conversations with their parents/guardians about general health topics and just 10 out of 73 respondents indicated that they had interaction with community gardens or other forms of farming during their childhood.

Over all, there was very little dialogue about general sustainability practices as well as food-specific sustainable practices. Respondents rarely talked about sustainability during their childhood. ($M = 1.37$, $SD = .61$). Families did not make organic purchases often within the African-American population ($M = 1.48$, $SD = .77$). Additionally, respondents rarely interacted with community gardens as children ($M = 1.27$, $SD = .61$). Respondents were fairly involved with helping pick out items in the grocery store ($M = 2.96$, $SD = .82$) and also assisted in cooking meals at home as a child ($M = 2.85$, $SD = .81$). In regards to physical activity levels, respondents noted that they played outside frequently as a child ($M = 6.30$, $SD = .92$) but were nearly equally engaged with watching television ($M = 6.75$, $SD = .64$), something that is reflective in the Nielsen study on African-American media consumption.

Upon moving out of their childhood home 89% of respondents said they felt they knew more about healthy living compared to their time living in their childhood homes. 66% of respondents indicated that they find themselves eating more unhealthy food when they return to their family's home. Only 10% of the respondents noted that they eat

healthier food when they visit family. Despite knowing more about healthier living, only 39% of the respondents feel they lead a healthier lifestyle and 27% feel they lead an active lifestyle.

While respondents indicated that they knew more about healthy lifestyle choices and discussed sustainability topics more often ($M = 2.15$, $SD = 1.04$), respondents rarely engaged with farmer's markets ($M = 1.60$, $SD = 1.04$) or community gardens (Max Value = 5, $M = 1.30$, $SD = .70$). However, compared to their childhood experiences ($M = 1.48$, $SD = .77$), they did purchase more organic food ($M = 2.38$, $SD = 1.04$).

Compared to the respondents' childhood activity level, engaging in physical activity 2-3 times a week ($M = 6.30$, $SD = .92$), adult activity level decreased to once a week ($M = 5.49$, $SD = 1.56$). However, adult television viewing ($M = 6.45$, $SD = 1.21$) stayed close to the respondents' childhood daily viewing ($M = 6.75$, $SD = .64$). Social media interaction increased to nearly daily interactions ($M = 6.89$, $SD = .52$), compared to childhood interaction ($M = 4.49$, $SD = 2.78$). Additionally, consumption of fast food slightly increased during adulthood ($M = 5.11$, $SD = 1.59$) compared to childhood consumption ($M = 5.05$, $SD = 1.66$) with fast food purchases at least weekly. The respondents' living and educational environment was also addressed in the survey. Respondents were more likely to live in an area that was predominately made up of African-Americans ($M = 1.33$, $SD = .63$) and attend schools that were predominantly African-Americans ($M = 1.45$, $SD = .71$) during their childhood. As adults, there was an increased chance of respondents living in a more diverse neighborhood ($M = 1.71$, $SD =$

.81) and attending a college that was predominately another race than them ($M = 2.64$, $SD = .67$).

The survey results showed that there was involvement with purchasing food and helping prepare it in the respondents households as children. However, there was a significant lack of engagement with sustainable behaviors such as purchasing organic food and visiting and getting involved with community gardening during childhood. As adults, there was an increase in conversation and engagement with these concepts but not a huge leap. This could be due to a lack of initial education during childhood and misguided efforts to gain information during adulthood. As adults, activity level decreased and engagement with social media platforms increased, possibly due to increased popularity of social media platforms. Additionally, a high level of television consumption remained constant throughout childhood and adulthood.

Experiences with healthy living and sustainable practices growing up

Interviews with participants who took the survey provided several insights that remained constant across all 7 interviews. All experienced a childhood growing up in a predominantly black community, some in poorer areas and 3 in areas that were considered middle-class. One commonality was the lack of a constructive conversation about healthy food choices and maintaining a healthy weight. Even if a doctor made a recommendation, participants felt their primary caregiver, most often their mom, ignored most of the doctor's instructions all together.

Participant D Stated:

We rarely discussed my weight, I was never really obese in my opinion, but I know now what we ate was definitely not the best for us and there was never an effort made to change that. It was either tons of pre-packaged fried frozen things or cooked heavily in grease.

Participant G Stated:

My little brother's pediatrician repeatedly expressed concern about his cholesterol level and he was now near overweight. Despite the concerns, after a week or so the panic in my mom's eyes seemed to disappear and I wouldn't hear of it until another doctor visit came up.

When the participants realized they had weight issues while living in their family's household, they were not given adequate support to conquer those issues. The participants experienced criticism or confusion by one or more of the parents.

Participant D Stated:

I definitely lost a lot of weight once I moved out of my family's house. As a kid, I just ate what I was fed but by high school, after taking a health class I decided I wanted to try being a vegetarian. Looking back it was probably the worst possible attempt, but the only way I knew to do it. I'd just ask my mom to get extra canned vegetables and season them then heat everything up. I wasn't getting the right amount of nutrients at first, but by the time I was out in college and met more people who were vegetarians I got a lot of advice from them. My mom thought I was trying to kill myself, she would nag about it constantly."

Participant E Stated:

My weight always bothered me. I wasn't teased about it super often, but it did come up at school sometimes and remind me that I was different in a bad way. I made efforts to lose weight on my own, I remember getting workout DVDs with my allowance so I could look better, but I couldn't stick with it. I remember my family would laugh about it when they'd hear me trying to workout and after a few embarrassing tries I'd just stop. Gym at school wasn't rigorous and at that age I didn't have any other options.

While sustainability topics were not a key discussion growing up, interviewees expressed a willingness to learn more about tools like urban farming to alleviate the cost of purchasing organic food and explore a community garden.

Participant F stated:

Sustainability? No, we never discussed that. As far as urban farming, I know people in the neighborhood that had a garden, older people, but it was never a huge thing where everyone pitched in. That was just how they were used to living, I figured, since they were much older. Where I'm from it's not uncommon to see cows and farms, that's just what country people do.

Participant G Stated:

I know I was obese; I was obese growing up since I was probably 5, until I graduated high school. My mom always said I'd get tall and grow out of it but I stayed 5'2. As soon as I graduated everything changed up. I didn't have my mom's cooking so while living in the dorms I often ate pre-packaged stuff in Kinsolving. Didn't really know what other option I had and as a freshman on her own for the first time, I didn't consider at least trying the hot meals to get something somewhat more balanced. As a junior, it makes all the sense in the world. I live off campus now and have more control over my meals, never considered growing my own vegetables or getting involved in a community garden. I'm not opposed to it, just didn't realize that was popular."

For interviewees that had experience raising children, the topic of health was a touchy one. One parent expressed not wanting to be excessively critical of his children, since he felt others were probably very critical of them already. Another wasn't aware that her cooking wasn't healthy, since so many people in her family had lived long lives.

Participant A stated:

I didn't know my cooking could hurt my kids. I come from a large family, we don't go until were pretty old. I also considered my cooking as a tradition, it's just how we cook in the South, if so many of us are doing it, it couldn't be that bad. I never considered the fact that while my older family members had lived long lives, they lived lives with a lot of health issues, and I'm sure that came from a steady diet of things like fatback and sweet potato pies. I'd like to change my cooking habits, but I guess my biggest apprehension is having to eat a lot of bland food.

Participant B stated:

It was hard for me to try to teach my kids about being healthy when I couldn't do it myself. My doctor told me what I needed to do to make changes, but when I'd try to change what I was cooking at home my husband didn't like it, called it rabbit food. My kids weren't too particular to it either, so I just went with it, tried to eat less but it still took its toll on me.

Participant C stated:

I grew up in the 70s and 80s; it was a very different time back then. When I got married and had kids of my own, in my mind, my kids were always going to have to push to get wherever they wanted to be as blacks. I guess weight seemed like a nit-picking type of issue, compared to all the other struggles they could encounter. Could I have done better? Yea, but I was doing what I thought was best at the time, preparing them mentally for survival; the physical part fell by the wayside.

Based on the interview responses, conversations about health in general were limited and in-depth conversations about sustainability topics never occurred within the households. Efforts to improve health standards within the households were often

misguided and short-lived, with families quickly reverting back to their old ways. Despite coming from varied financial backgrounds and careers these themes among the interview responses were constant. This indicates the issues are heavily related to cultural norms as opposed to simply being a financial or geographical issue.

Conclusion

The analysis of the literature review, data collection and interviews, assisted in cultivating answers to the following research questions.

1. What attitudes are prevalent among African-American parents and children towards sustainable behaviors, like community gardens, that would reduce childhood obesity? What external factors influence those attitudes?
2. How do African-American parents and children communicate with each other about healthy habits? What external factors outside of the parent-child relationship impact healthy behaviors?
3. Which media channels are most effective at reaching African-American parents and African-American children ages 10-12? What type of messaging strategy would be most likely to incite a behavioral change?

Outcome

According to the Nielsen studies, African-Americans are more engaged and responsive to advertisements that feature other African-Americans that they can relate to. The results of the Nielsen findings indicated African-Americans engage with interactive and experiential advertising in the form of mobile advertising and on-the floor tactics in stores. Despite increased activity and engagement with social media, video games, websites and mobile devices, African-Americans watch more TV than the general population, making TV still a very valid media channel to reach them with, despite the age-range. The independent survey and interviews indicated a lack of communication about sustainable food practices within African-American families and lack of

engagement with these practices in adulthood, despite gaining more knowledge of general healthy lifestyle practices.

Implications

African-American parents and children are generally unaware of many sustainable concepts. In terms of community gardens, a vast majority of those surveyed had never been to one nor engaged with one. Additionally, having a garden at home for anything besides flowers wasn't top of mind. They were not apprehensive to the idea, just unfamiliar with it and the benefits. Based on the survey results and interviews, the majority of African-American parents and children don't communicate frequently about their eating habits or health in general. According to interviews, when communication does happen, it's misinformed and fleeting, causing little to no progress to be made. As adults, African-Americans are likely to know more information about health topics, but adopting healthy habits can still be a struggle. They're also less likely to adopt sustainable food practices that will improve their health.

A messaging strategy that directly reflects African-Americans culturally is the most effective when trying to move them towards a purchase. The messaging should be pushed through a combination of platforms that include mobile, apps, TV, and websites, using branded content and experiential methods. These commercial tactics can be used to promote the adoption of sustainable food practices that African-Americans, particularly those in predominately African-American neighborhoods are not aware of. Taking this extra step, and diverting from a general market or total market strategy is more effective, because of the foreign nature of the topic among many African-Americans.

The messaging should change the perception of sustainable food practices among African-Americans. Since the topic is viewed as something foreign, the messaging should include tools to assist the target in becoming more informed. The content of the messaging should also shape sustainable food practices as not only a necessity, but also a benefit. For example, while working in a community garden, you're not only taking control of the access you have to healthy food, you're also making new friends and bonding with old ones.

As stated in the literature review, youth didn't perceive the celebrities they admired as health role models. Key influencers among African-Americans that are in the entertainment, sports and food industries should be identified and incorporated in interactive experiences, both via virtual means (television shows, commercials, social media) and live events. By repositioning how major influencers are viewed by youth and adults a positive change in the perception of sustainable food practices would occur.

A culturally conscious advertising approach can also be applied to curriculum development, using experiential methods. The curriculums should be tailored for grade schools with a predominately African-American population and focus on engaging the student in the development and maintenance of a campus garden, preparing produce and strategically planning meals. Similar to considerations taken by art directors and designers and advertising for multicultural campaigns, course materials should have designs and images that reflect the African-American student body. By providing engaging hands-on educational opportunities, schools can help African-American children improve their health. In turn, the students will carry on their new learned

behaviors home and impact their family's health positively as the survey results show they are involved with the grocery selection and food preparation process. At the least, the implementation of this curriculum would stimulate conversation since students would have to bring their homework home.

Limitations

This study sought to examine how African-American children ages 10-12 communicated with their parents about topics of health and sustainability in terms of eating practices. The students surveyed had to recollect experiences between the ages of 10-12 as actual children in that age group were not available to survey. The ability to study children that were currently in that age group could have generated more current results, reflective of the current time period.

Future Research Studies

Within the African-American demographic lies a host of subcultures. There is a large, untapped opportunity for research in this arena that would be valuable to advertising agencies and brands as the landscape of the United States shifts. This includes Afro-Latino and Afro-Caribbean communities. This research would also play a role in shaping the direction of the conversation of Total Market Strategy vs. Multicultural Strategy. Analysis of the subcultures within the African-American demographic could further disprove the notion that multicultural agencies are unnecessary.

Outside of the US, analysis of subcultures within the African Diaspora as a whole would be valuable as globalization rises. Farming within African cities has increased due to food limitations in the general market (Maxwell, 1995). There is room to learn more

about how this resurgence of farming in areas that have been more urban for some time is impacting health and interpersonal relations among families in Africa.

In terms of encouraging African-American youth and parents to adopt healthier, sustainable habits, reinforcement through experiential learning methods is proving to be effective in areas like Los Angeles and Chicago. Further research can be made on the impact of applying best practices in multicultural advertising to experiential learning curriculums in order to make the curriculums more relatable.

While targeting methods can be incredibly precise, there have been instances where the tactics proved to be so precise that consumers felt their privacy was being invaded (Hill, 2012). Further research on what triggers resentment towards ads using specific targeting methods could assist in identifying ethical boundaries that advertising professionals shouldn't cross. In the US, there is a difference in the level of expectation of privacy between younger US residents and older US residents (Greenblatt, 2013). A deeper assessment of the differences in trigger points between varying age groups could improve the effectiveness of ads using highly precise targeting methods.

There is a need for additional research regarding whether an advertisement's subject matter impacts the consumer's reaction to targeting methods. A well-crafted targeting strategy for a clothing ad may be received differently compared to one for an ad on adopting healthy habits. As a regularly underrepresented and misrepresented group in many arenas, research should also be conducted to determine whether African-Americans are more likely to appreciate the effort of being targeted efficiently compared to other races or if they hold the same, if not higher level, of resentment towards it.

Appendix 1: Survey

You are invited to participate in a research study, entitled **The Value of Multicultural Marketing: Increasing Sustainable Behaviors Among African-Americans With Market Segmentation.** The study is being conducted by Candace Queen, in the Advertising Department of The University of Texas at Austin. She can be contacted by phone 409-363-9061, or email, candace.queen@utexas.edu.

If you agree to be in this study, you will be asked to participate in a research study about adopting healthy eating habits. The purpose of this study is to evaluate how African-Americans understand and think about health and sustainability. Your participation in the study will contribute to a better understanding of how you understand and think about health and sustainability.

You are free to contact the investigator at the above address and phone number to discuss the study. You must be at least 18 years old to participate or have parental consent.

If you agree to participate:

- The survey will take 5-10 minutes of your time.
- You will complete a survey about the frequency and content of conversation between you and your parent/guardian about healthy, sustainable eating habits and lifestyle choices and your perspective about these topics.
- You will not be compensated.

The risks are no greater than everyday life. There will be no costs for participating, nor will you benefit directly from participating. Your name and email address will not be kept during the data collection phase. A limited number of research team members will have access to the data during data collection. Identifying information will be stripped from the final dataset.

Your participation in this study is voluntary. You may decline to answer any question and you have the right to withdraw from participation at any time. Withdrawal will not affect your relationship with The University of Texas in anyway. If you do not want to participate either simply stop participating or close the browser window.

If you do not want to receive any more reminders, you may email me at candace.queen@utexas.edu.

If you have any questions about the study or need to update your email address contact the researcher Candace Queen or send an email to candace.queen@utexas.edu. This study has been reviewed by The University of Texas at Austin Institutional Review Board and the study number is 2015-02-0028.

If you have questions about your rights or are dissatisfied at any time with any part of this study, you can contact, anonymously if you wish, the Institutional Review Board by phone at (512) 471-8871 or email at orsc@uts.cc.utexas.edu.

If you agree to participate, please proceed.

These next questions ask you to think back to when you were a child. Reflect on your life between the ages of 10 and 12, answer the following questions based on your experiences at that age.

As a child (ages 10-12) did you experience any of the following? (Check all that apply)

- ☐ Regular conversations regarding health with my parents/guardian
- ☐ Interaction with community gardens and/or other forms of farming
- ☐ Encouragement to be physically active

Please answer the following questions about your interaction with food and sustainability as a child.

	Never	Rarely	Sometimes	Most of the Time	Always
How often did your family talk about sustainability?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often did your family purchase organic food?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often did you pick out items at the grocery store?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often did you visit a farmers market?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often did you help cook meals?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often did you interact with community gardens?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please answer the following questions about your childhood activities.

	Never	Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily
How often did you play video games?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often did you participate in sports?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often did you play outside?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often did you interact with social media?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often did you eat at a fast food restaurant?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often did you watch television?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The next set of questions ask you to think about your lifestyle as an adult.

Thinking about your life now, please answer the following questions. Check all that apply.

- ☐ I know more about healthy living
- ☐ I lead a healthier lifestyle
- ☐ I lead a more active lifestyle
- ☐ I've learned a lot about healthy living since moving away from home
- ☐ I eat more unhealthy food when I visit my family, compared to when I'm in my own household
- ☐ I eat more healthy food when I visit my family, compared to when I'm in my own household

Please answer the following questions about your current interaction with food and sustainability as an adult.

	Never	Rarely	Sometimes	Most of the Time	Always
How often do you discuss topics regarding sustainability?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you purchase organic food?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you visit a farmers market?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you cook at home?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you dine out?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you interact with community gardens?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you garden at home?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please answer the following questions about your adult activities.

	Never	Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily
How often do you play video games?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you participate in sports?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you engage in physical activity (biking, walking, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you interact with social media?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you eat at a fast food restaurant?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you watch television?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you feel you know more about sustainable eating practices now than when you were a child?

- ☐ Yes
- ☐ No

These final questions ask you for some basic demographic information.

How old are you?

What is your sex?

- ☐ Male
☐ Female

Which race do you identify with? (Check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Black/African American | <input type="checkbox"/> Hispanic/Latino |
| <input type="checkbox"/> Asian/Asian American | <input type="checkbox"/> White |
| <input type="checkbox"/> Native American/Pacific Islander | <input type="checkbox"/> Multiracial/Multiethnic |

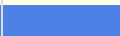


Please identify the type of neighborhood and schools you've lived in and attended.

	Predominantly the same race as me	Mixed race	Predominantly a race other than my own	N/A
The residents in the neighborhood I grew up in were:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The residents in the neighborhood I currently live in are:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The students in the elementary school I attended were:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The students in the middle school I attended were:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The students in the high school I attended were:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The students in the college I attended were:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What was your household income as a child?

- ☐ Below \$15,000 per year
- ☐ \$15,000 - \$25,000 per year
- ☐ \$25,000 - \$35,000 per year
- ☐ \$35,000 - \$45,000 per year
- ☐ \$45,000 - \$50,000 per year
- ☐ More than \$50,000 per year

Appendix 2: Key Survey Results

As a child (ages 10-12) did you experience any of the following? (Check all that apply)				
#	Answer		Response	%
1	Regular conversations regarding health with my parents/guardian		16	36%
2	Interaction with community gardens and/or other forms of farming		10	23%
3	Encouragement to be physically active		39	89%

Statistic	Value
Min Value	1
Max Value	3
Total Responses	44

Please answer the following questions about your interaction with food and sustainability as a child.





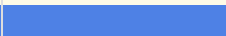

#	Question	Never	Rarely	Sometimes	Most of the Time	Always	Total Responses	Mean
1	How often did your family talk about sustainability?	51	17	5	0	0	73	1.37
2	How often did your family purchase organic food?	49	14	9	1	0	73	1.48
3	How often did you pick out items at the grocery store?	5	9	45	12	2	73	2.96
4	How often did you visit a farmers market?	55	8	7	3	0	73	1.42
5	How often did you help cook meals?	6	11	45	10	1	73	2.85
6	How often did you interact with community gardens?	58	11	3	1	0	73	1.27

Statistic	How often did your family talk about sustainability?	How often did your family purchase organic food?	How often did you pick out items at the grocery store?	How often did you visit a farmers market?	How often did you help cook meals?	How often did you interact with community gardens?
Min Value	1	1	1	1	1	1
Max Value	3	4	5	4	5	4
Mean	1.37	1.48	2.96	1.42	2.85	1.27
Variance	0.38	0.59	0.68	0.69	0.66	0.37
Standard Deviation	0.61	0.77	0.82	0.83	0.81	0.61
Total Responses	73	73	73	73	73	73

Please answer the following questions about your childhood activities.

#	Question	Never	Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily	Total Responses	Mean
1	How often did you play video games?	22	12	1	6	4	17	11	73	3.73
2	How often did you participate in sports?	23	3	2	1	5	21	18	73	4.33
3	How often did you play outside?	0	1	0	3	4	29	36	73	6.30
4	How often did you interact with social media?	24	3	3	2	2	2	37	73	4.49
5	How often did you eat at a fast food restaurant?	2	5	6	14	8	23	15	73	5.05
6	How often did you watch television?	0	0	1	0	2	10	60	73	6.75

Statistic	How often did you play video games?	How often did you participate in sports?	How often did you play outside?	How often did you interact with social media?	How often did you eat at a fast food restaurant?	How often did you watch television?
Min Value	1	1	2	1	1	3
Max Value	7	7	7	7	7	7
Mean	3.73	4.33	6.30	4.49	5.05	6.75
Variance	5.73	6.45	0.85	7.73	2.75	0.41
Standard Deviation	2.39	2.54	0.92	2.78	1.66	0.64
Total Responses	73	73	73	73	73	73

Thinking about your life now, please answer the following questions. Check all that apply.				
#	Answer		Response	%
1	I know more about healthy living		63	89%
2	I lead a healthier lifestyle		28	39%
3	I lead a more active lifestyle		19	27%
4	I've learned a lot about healthy living since moving away from home		40	56%
5	I eat more unhealthy food when I visit my family, compared to when I'm in my own household		47	66%
6	I eat more healthy food when I visit my family, compared to when I'm in my own household		7	10%

Statistic	Value
Min Value	1
Max Value	6
Total Responses	71



Please answer the following questions about your current interaction with food and sustainability as an adult.

#	Question	Never	Rarely	Sometimes	Most of the Time	Always	Total Responses	Mean
1	How often do you discuss topics regarding sustainability?	24	22	21	4	2	73	2.15
2	How often do you purchase organic food?	16	26	19	11	1	73	2.38
3	How often do you visit a farmers market?	42	20	9	2	0	73	1.60
4	How often do you cook at home?	6	8	26	28	5	73	3.25
5	How often do you dine out?	0	4	35	30	4	73	3.47
6	How often do you interact with community gardens?	58	10	4	0	1	73	1.30
7	How often do you garden at home?	66	3	4	0	0	73	1.15

Statistic	How often do you discuss topics regarding sustainability?	How often do you purchase organic food?	How often do you visit a farmers market?	How often do you cook at home?	How often do you dine out?	How often do you interact with community gardens?	How often do you garden at home?
Min Value	1	1	1	1	2	1	1
Max Value	5	5	4	5	5	5	3
Mean	2.15	2.38	1.60	3.25	3.47	1.30	1.15
Variance	1.07	1.07	0.66	1.05	0.47	0.49	0.24
Standard Deviation	1.04	1.04	0.81	1.02	0.69	0.70	0.49
Total Responses	73	73	73	73	73	73	73

Please answer the following questions about your adult activities.										
#	Question	Never	Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily	Total Responses	Mean
1	How often do you play video games?	47	8	1	2	1	11	3	73	2.27
2	How often do you participate in sports?	38	11	5	5	4	8	2	73	2.42
3	How often do you engage in physical activity (biking, walking, etc.)	4	2	0	9	8	33	17	73	5.49
4	How often do you interact with social media?	0	0	0	2	0	2	69	73	6.89
5	How often do you eat at a fast food restaurant?	2	4	9	5	13	29	11	73	5.11
6	How often do you watch television?	1	2	0	1	6	9	54	73	6.45

Statistic	How often do you play video games?	How often do you participate in sports?	How often do you engage in physical activity (biking, walking, etc.)	How often do you interact with social media?	How often do you eat at a fast food restaurant?	How often do you watch television?
Min Value	1	1	1	4	1	1
Max Value	7	7	7	7	7	7
Mean	2.27	2.42	5.49	6.89	5.11	6.45
Variance	4.31	3.66	2.42	0.27	2.52	1.47
Standard Deviation	2.08	1.91	1.56	0.52	1.59	1.21
Total Responses	73	73	73	73	73	73

Do you feel you know more about sustainable eating practices now than when you were a child?				
#	Answer		Response	%
1	Yes		54	74%
2	No		19	26%
	Total		73	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.26
Variance	0.20
Standard Deviation	0.44
Total Responses	73

Please identify the type of neighborhood and schools you've lived in and attended.						
#	Question	Predominantly the same race as me	Mixed race	Predominantly a race other than my own	Total Responses	Mean
1	The residents in the neighborhood I grew up in were:	54	12	6	72	1.33
2	The residents in the neighborhood I currently live in are:	37	20	16	73	1.71
3	The students in the elementary school I attended were:	51	11	11	73	1.45
4	The students in the middle school I attended were:	48	17	8	73	1.45
5	The students in the high school I attended were:	48	16	9	73	1.47
6	The students in the college I attended were:	8	10	55	73	2.64

Statistic	The residents in the neighborhood I grew up in were:	The residents in the neighborhood I currently live in are:	The students in the elementary school I attended were:	The students in the middle school I attended were:	The students in the high school I attended were:	The students in the college I attended were:
Min Value	1	1	1	1	1	1
Max Value	3	3	3	3	3	3
Mean	1.33	1.71	1.45	1.45	1.47	2.64
Variance	0.39	0.65	0.56	0.47	0.50	0.45
Standard Deviation	0.63	0.81	0.75	0.69	0.71	0.67
Total Responses	72	73	73	73	73	73

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